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Dated: November 22, 2004 Signature: Matthew D. Fair

(Matthew D. Fair)

Docket No.: 29488/39575
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Re Patent Application of:
William Hubbs et al.

Application No.: 10/684,700

Confirmation No.: 3412

Filed: October 14, 2003

Art Unit: 3728

For: PRODUCT DISPLAY AND SUPPORT
CARTON

Examiner: Bryon P. Gehman

AMENDMENT IN RESPONSE TO NON-FINAL OFFICE ACTION

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

INTRODUCTORY COMMENTS

In response to the Office Action dated July 21, 2004, please amend the above-identified U.S. patent application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 8 of this paper.